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Cap 2

"Consumer Time"

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SATURDAYS

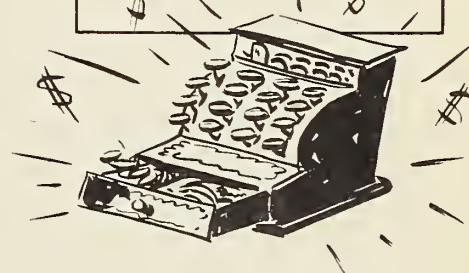
11:15 A.M. EST

10:15 A.M. CST

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THE DEBUT OF THE DIXIGEM
July 5, 1947



1. JOHN: Today . . . peaches hold the spotlight on
2. SOUND: CASH REGISTER RINGS MONEY IN TILL
3. JOHN: CONSUMER TIME!
4. SOUND: CASH REGISTER CLOSE DRAWER
5. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. Now here are your inquiring consumers . . . Mrs. Freyman and Johnny.
6. JOHN: Well, Mrs. Freyman . . . it's peach time again.
7. FREYMAN: Yes. I've been hunting through my file for some ideas on peaches . . . so our listeners will have them in plenty of time. When are the peaches going to be really plentiful, Johnny?

8. JOHN: We'll be seeing more and more peaches in the stores this month as the all time record peach crop comes rolling in to market.
9. FREYMAN: Another record crop! Wonderful news . . . because I think peaches get more and more luscious every year.
10. JOHN: Me too.
11. FREYMAN: Maybe it's just that I get so hungry for a fresh peach during the winter.
12. JOHN: Or it could be scientists are working to bring us better peaches all the time. Have you heard the story of the Dixigem?
13. FREYMAN: I don't believe I know what the Dixigem is.
14. JOHN: The Dixigem is a product of research. It's the child of careful scientific selection, breeding, and testing.
15. FREYMAN: But what is it?
16. JOHN: The Dixigem is a peach . . . a new variety of peach developed by the United States Department of Agriculture. You might call this story . . . "The Debut of the Dixigem" . . . because the Dixigem is the debutante of the fruit world. It comes from a long line of well-bred ancestors . . . a most select and aristocratic family tree . . . The story of the Dixigem begins ten years ago in a laboratory. A Government scientist is talking (FADE) to his staff.
17. SCIENTIST: Gentlemen . . . the Elberta has long been the standard of comparison in peaches . . . like sterling in silver. It's true that the Elberta yields bountifully. It's attractive . . . has a free stone . . . and it flourishes in different climates. The Elberta is a fine peach. But the Elberta is not perfect. There is no doubt that by breeding . . . we can give peach growers and consumers . . . new varieties of peaches that even surpass the Elberta. Gentlemen, that will be - the direction our peach breeding work will take.

18. JOHN: So back in 1936 . . . the work on breeding better peaches was begun.

19. FREYMAN: But Johnny . . . how do you go about breeding a better peach?

20. JOHN: Oh ho . . . that's not a question to ask me, Mrs. Freyman. Ask a pomologist . . . a man who grows fruit scientifically. He'll have to tell you how to breed peaches.

21. MUSIC: SNEAK IT INTO BACKGROUND

22. SCIENTIST: Well. . . I guess it's really a case of helping Nature along in her mysterious ways. There's controlled cross pollination . . . to produce a new seed . . . a new child of two selected fruit trees . . . a seed that will inherit the best characteristics of both parents . . . you hope. You take thousands of these new seeds and you coddle them along. You plant the germinated seeds in pots in the greenhouse during the late winter. In the early spring when the danger of frost is over and the trees are about eighteen inches high . . . you transfer them to the fields. And then . . . you work . . . and wait through the next couple of years . . . until the peach trees bear fruit . . . until the evidence appears . . . the fruit that tells you how successful you've been.

23. MUSIC: UP AND OUT

24. JOHN: Each new peach was tested and checked. And as the testing progressed, some of the new peaches were discarded each year . . . eliminated because of one or more faults. Finally in 1944, the peaches tested under the number FV 8 dash 35 seemed the best of the new early variety peaches. And there was excitement around the laboratory and the greenhouses and the orchard . . . because a name had to be found.

25. SCIENTIST: Let's see. This peach is the result of crossing the South Haven variety with a seedling we got by crossing an Admiral Dewey peach and the St. John peach. But we can't call it . . . the South-Haven-Admiral-Dewey-St. John peach.
26. JOHN: Hey, I have it! How about using initials. You know ... everybody strings the first initials of words together to make a new name.
27. SCIENTIST: Maybe. Let's see, it would be S . . . A . . . D . . . S . . . J. Shadsj . . . no . . . that's unpronounceable. Let's think of everything connected with this particular peach . . . where it's going to grow . . . what it looks like . . . all that . . . and maybe we'll get a clue for a name (FADE) sooner or later.
28. JOHN: Well . . . those were the peach pondering days, you might say. All kinds of names were suggested . . . and rejected. And checked to make sure the name had never been used before. Until one day . . . one of the scientists had a real inspiration.
29. MUSIC: CHORD
30. JOHN: The Dixigem!
31. SCIENTIST: (EXCITED) The Dixigem! That sounds like it. The Dixigem. We'll run it all together and spell it D...I...X...I...G...E...M. The Dixigem. Let's get this checked. If it hasn't been used before, we've got ourselves a new peach with a new name . . . the Dixigem.
32. MUSIC: BRIDGE
33. JOHN: And that was the "Debut of the Dixigem", Mrs. Freyman . . . a new early variety peach brought to us by research.
34. FREYMAN: Will there actually be some Dixigems on the market this year, Johnny?

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35. JOHN: Oh yes . . . don't forget the United States Department of Agriculture introduced the Dixigem back in 1944 . . . and it's in production in Georgia.
36. FREYMAN: And ^{it's} / really a fine peach?
37. JOHN: Here's what the pomologists say about it . . . they're the men who know their peaches best.
38. SCIENTIST: The Dixigem is an early variety of peach. The fruit is medium sized, ovate, with light pubescence, and a bright, attractive red blush covering half the surface. The ground color is a bright yellow. The flesh is yellow, medium to firm, fine textured and of excellent flavor. It is almost a freestone when fully ripe and is usually semifree when at the shipping ripe stage.
39. JOHN: That's what the fruit specialist^s says about the Dixigem, Mrs. Freyman,
40. FREYMAN: I'm afraid I didn't understand all he said, Johnny. But I did get the idea the Dixigem is a wonderful freestone peach . . . with a yellow color and an attractive red blush.
41. JOHN: I think I can translate some of that technical language he used. The Dixigem has only a light fuzz. It's best features are its good size for its season. It's almost a freestone when it's nearly ripe, and it has "general high quality and attractive appearance.
42. FREYMAN: Well, I certainly am going to keep an eye out for some Dixigems.
43. JOHN: Even if you don't happen to see any Dixigems in your local market this season, you'll certainly find plenty of fine peaches . . . a record crop, remember. And say, Mrs. Freyman, don't you have any ideas for our listeners for using peaches?

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44. FREYMAN: Indeed I do, Johnny. But I think it's silly to tell people how to eat fresh peaches. I'm sure everybody agrees it's hard to beat peaches ~~eaten the simplest ways~~...out of hand...or sliced with cream...or served in a salad...or shortcake.
45. JOHN: So you're not going to tell our listeners those things?
46. FREYMAN: No.
47. JOHN: Then what are you going to tell them?
48. FREYMAN: I've got a few reminders about preparing peaches. Then I'm going to tell them about Velva Fruit. And after that, I'm going to tell them all the different ways they can put up peaches this summer so they can enjoy them next winter.
49. JOHN: Okay . . . first the reminders.
50. FREYMAN: One is to keep ripe peaches cool until you use them. Spread them out to avoid bruising. And let peaches that are a little on the green side ripen at room temperature.
51. JOHN: In other words...don't put your green peaches...in the refrigerator.
52. FREYMAN: Then here's another good tip to keep in mind. For easy peeling . . . dip the peaches in boiling water for a minute or two... then quickly into cold water. The skins will slip off easily. And peel peaches just before you're ready to serve them. So they won't turn dark and look unattractive. Or you can sprinkle the cut fruit with a little lemon juice.
53. JOHN: Will that keep them from turning dark?
54. FREYMAN: I guarantee it. And here are a couple of other peach hints I guarantee will work. A pinch of salt adds flavor in cooked fruit. And cooking peaches in light sirup helps to keep them firm.

55. JOHN: Good enough. Now . . . what's this business about Velva Fruit you mentioned?
56. FREYMAN: Johnny . . . don't tell me you haven't tasted any Velva Fruit?
57. JOHN: Nope, never have.
58. FREYMAN: Well, you're missing something. It's a frozen dessert made from fresh, fragrant, full ripe peaches mashed to a pulp... sweetened with sugar, stiffened with gelatin, and frozen. Comes out as smooth as velvet.
59. JOHN: I guess I am missing something.
60. FREYMAN: The wonderful part is . . . you can make Velva Fruit so easily at home . . . from almost any kind of fruit. And if you like, instead of making the fruit puree into Velva Fruit right away, you can freeze it until you do want to make it into a dessert.
61. JOHN: Sounds as if you really recommend peach Velva Fruit.
62. FREYMAN: I recommend anything with peaches . . . all year long.
63. JOHN: That's why you're so interested in canning peaches for the winter.
64. FREYMAN: Not just canning them. Don't forget freezing . . . drying . . . or peach preserves. For the best results with any of these methods, peaches should be ripe, firm, and perfect.
65. JOHN: How do you tell a ripe peach anyway?
66. FREYMAN: The experts say to watch the background color. If the peach is ripe, the background color will be yellow ... or yellow-white. Never green . . . unless you're making pickles. The slightly underripe ones make the best pickles.
67. JOHN: Speaking of ripeness, I seem to remember having heard that peaches have the most vitamins when they're ripe.

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68. FREYMAN: Yes. When the peach is at the peak of ripeness it offers a fair amount of vitamin C. And, yellow-fleshed peaches are a good source of vitamin A, too.
69. JOHN: Say, Mrs. Freyman, I was wondering if there's anything special you have to watch out for when you're freezing peaches.
70. FREYMAN: Not that I know of, Johnny. Here's what the experts say . . .
- 70A. SCIENTIST: Some varieties of peaches do freeze better than others. The State experiment station people are good ones to see. They'll know the kind of peaches in the area near you that are best suited to freezing.
71. JOHN: Mmm hmm. And now Mrs. Freyman, about canning peaches. Which do you recommend for peaches ... hot or cold pack? ... asked he, trying to show ~~he~~ **he knows** something about the subject.
72. FREYMAN: (LAUGHING) Well ... home canning specialists who do know say either way is all right because you process both of them in a water bath canner. Of course hot pack takes less jar space. You can put about one more serving of peaches into a quart jar than you can raw packed peaches ... But ...
73. JOHN: I knew there'd be a "but".
74. FREYMAN: But raw-packed peaches seem to hold their shape better and look prettier in the jar and on the table.
75. JOHN: Any difference in flavor?
76. FREYMAN: Yes ... some, But it's really a matter of individual preference as to which tastes better.
77. JOHN: Never mind the taste. I vote for the cold pack ... it sounds easier.
78. FREYMAN: Well, whichever way of packing you choose ... be sure you follow directions from start to finish. If you don't heat the peaches enough when you're canning them...they probably won't keep in storage

79. JOHN: How about sugar, Mrs. Freyman? There still may be some people this year who want some ideas on how to manage their sugar . . . so they can put up as many peaches and other fruit as possible.
80. FREYMAN: Then let's go down the list, Johnny, and see how much sugar you do need for different ways of putting up peaches. First there's drying. You know you can successfully dry peaches in an oven . . . in a dehydrator . . . and of course in dry and sunny climates . . . out in the sun. Home drying means no sugar. . . . but remember you will need some sweetening when you serve the dried fruit.
81. JOHN: Then drying fruit really takes the least sugar.
82. FREYMAN: I'd say so. And the homemaker who's interested in making sweet spreads should remember that sugar goes farthest in fruit butter.
83. JOHN: Why is that, Mrs. Freyman?
84. FREYMAN: Well, when you make peach butter, for instance, you have to cook the fruit pulp. That boils down and concentrates ^{the natural} sugar in the fruit.
85. JOHN: I get it. So you don't have to add so much sugar.
86. FREYMAN: That's right. One pound of sugar will sweeten about three ^{peach} pints of/butter.
87. JOHN: Do those same dimensions go for jam and preserves . . . and that kind of stuff?
88. FREYMAN: Proportions . . . not dimensions, Johnny . . . and they're slightly different. For jam and preserves you usually use equal parts by weight of sugar and fruit.
89. JOHN: A pound of sugar . . . for a pound of fruit.

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90. FREYMAN: That's it. But if you want to stretch your sugar supply, you can use three-quarters of a pound of sugar with one pound of fruit for jam and preserves. Now for pickling peaches . . .
91. JOHN: (POSITIVELY) You don't use sugar when you pickle things . . .
(HUMBLER) do you?
92. FREYMAN: Certainly you do. Not so much sugar, it's true ... about one pound of sugar for every four pounds of small or medium-sized fruit. And that's about the way the sugar schedule shapes up for peaches and other fruit.
93. JOHN: ^{you} Didn't/forget something?
94. FREYMAN: I don't know. Did I?
95. JOHN: Sure. How much sugar do you use when you can peaches?
96. FREYMAN: You are so right, Johnny. I did overlook that important little bit of information. I apologize and here are the facts. You get a medium sirup with one cup of sugar and two cups of water. But if you want to stretch your sugar in canning ... or if you prefer a thinner sirup ... use one cup of sugar to three cups of water.
97. JOHN: Mmm hmr. But there's just one more thing that bothers me, Mrs. Freyman. Do you think our listeners will be able to keep all those dimensions ... I mean, proportions . . . straight in their heads?
98. FREYMAN: Well ... if they don't, they can always get free, dependable help on any canning problem from their local home demonstration agent or State Agricultural college.
99. JOHN: Or they can put up their peaches or other food at community canning centers ... and get help from the trained people on duty there.

The first part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom. It is shown that the structure of the atom is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are determined by the laws of the special theory of relativity. The second part of the paper is devoted to a discussion of the structure of the nucleus. It is shown that the structure of the nucleus is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are determined by the laws of the special theory of relativity. The third part of the paper is devoted to a discussion of the structure of the molecule. It is shown that the structure of the molecule is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are determined by the laws of the special theory of relativity.

The fourth part of the paper is devoted to a discussion of the structure of the crystal. It is shown that the structure of the crystal is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are determined by the laws of the special theory of relativity. The fifth part of the paper is devoted to a discussion of the structure of the liquid. It is shown that the structure of the liquid is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are determined by the laws of the special theory of relativity. The sixth part of the paper is devoted to a discussion of the structure of the gas. It is shown that the structure of the gas is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are determined by the laws of the special theory of relativity.

The seventh part of the paper is devoted to a discussion of the structure of the plasma. It is shown that the structure of the plasma is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are determined by the laws of the special theory of relativity. The eighth part of the paper is devoted to a discussion of the structure of the solid. It is shown that the structure of the solid is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are determined by the laws of the special theory of relativity. The ninth part of the paper is devoted to a discussion of the structure of the liquid crystal. It is shown that the structure of the liquid crystal is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are determined by the laws of the special theory of relativity.

The tenth part of the paper is devoted to a discussion of the structure of the superconductor. It is shown that the structure of the superconductor is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are determined by the laws of the special theory of relativity. The eleventh part of the paper is devoted to a discussion of the structure of the semiconductor. It is shown that the structure of the semiconductor is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are determined by the laws of the special theory of relativity.

100. FREYMAN: Good idea. And let's hope lots of people will take advantage of all the peaches this year ... and plan to put up plenty of them for delicious eating next winter.
101. JOHN: With another record peach crop ... we can have as many fresh peaches as we can ~~get~~ this summer ... and plenty for all during the winter. And that's just peachy!
102. MUSIC: DAY, LIGHT BRIDGE
103. FREYMAN: And now, Johnny, what's on CONSUMER TIME next week?
104. JOHN: A detective story . . .
105. FREYMAN: A detective story! That will be something new for CONSUMER TIME. Can you tell me any more about it.?
106. JOHN: Well, these are very special detectives, Mrs. Freyman. They're the Government entomologists who provide the free identification service of insects. And a lot of detective work has to go into that service.
107. FREYMAN: I think that will be a very interesting and timely, Johnny ... because a lot of people were interested in our program a couple of weeks ago on garden insects.
108. JOHN: Yes ... I'm sure this will be a fascinating story too. So next week it's the story of Government entomologists. . "Detectives at Work" on
109. SOUND: CASH REGISTER
- 110.. ANNCR: CONSUMER TIME!
111. SOUND: CASH REGISTER, CLOSE DRAWER

112. ANNCR: CONSUMER TIME, written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

This is NBC the National Broadcasting Company.

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JUL 1 - 1947

U. S. DEPARTMENT OF AGRICULTURE